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| Secretary State Society, | - - - | Butler Building, |
| State Journal, | - - - | San Francisco. |
| Official Register, | - - - | |

Telephone Douglas 2537

IMPORTANT NOTICE!

All Scientific Papers submitted for Publication must be Typewritten.

Notify the office promptly of any change of address, in order that mailing list and addresses in the Register may be corrected.

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EDITORIAL NOTES.

Please, Please, PLEASE read the editorial notes in this issue which refer to advertising and advertisers—and not only read them, but also think about them—and then act. It is just as important for you to regard with serious interest this matter of advertising as it is for you to consider any other matter connected with your "Journal." And just remember, please, that it is your "Journal."

How in the world do you suppose an Advertising Committee or a Publication Committee or an editor can continue forever to devote a great deal of time and energy to building up your JOURNAL when you, as individuals, will not do much if anything to help? Some time ago, after a good deal of persuasion, we induced an eastern manufacturer to place a half-page advertisement in the JOURNAL for four months, assuring him that the members of the Society took a good deal of interest in the advertising pages of their publication. The preparation advertised was, of course, approved by the Council on Pharmacy and Chemistry, and in the advertisement the manufacturer offered to send samples or literature on request. At the expiration of the four months he wrote saying, "We are sorry to say that we did not receive one single inquiry relating to your journal." It is true that this preparation

was new to this part of the country; but so much the more reason for taking an interest in it and finding out something about it. Once more we ask each and every member of the Society to take an interest in the advertising pages of his JOURNAL; write for literature and samples; let our advertisers know that we do take an interest in them as they take an interest in us; find out about the stuff they offer,—if it is not good you don't have to use it, but at least *find out* about it and let the advertiser know that you take some interest in what he has to offer you. You cannot get along without co-operation; get busy and co-operate; help the advertising committee; help your own JOURNAL; help yourself to a little information; boost. It does not take much time once a month to look through the JOURNAL and write to one or two advertisers; do it. You have done it before, for we have had other reports from advertisers; do it again; keep on doing it; get the habit and then don't lose it; let the advertisers know that you are alive and also that they are.

Commenting upon our request to our members to ask all detail men and agents if their house adver-

tises in the JOURNAL and if not why not, one of our advertisers makes an excellent suggestion in a letter recently

received. This house has advertised with us for more than a year and has changed the advertisement every month, calling particular attention in each issue to some particular thing likely to be of interest to some of our members. They report that while their business in California has grown, no inquiry has come to them, so far as they can trace it, directly as a result of these advertisements. Undoubtedly a good deal of business has gone to this firm as a result of the advertisements in the JOURNAL, but our members have failed to let the house know that their attention was called to the firm's goods by the advertisement. It is almost as important to let our advertisers know that their advertisements are noticed and read as it is to patronize them; general business growth is one indication of returns from advertising; but specific instances where goods have been ordered as a direct result of an advertisement is a very much more valuable indication of satisfactory advertising. Please let our patrons know that you patronize them because they advertise in the JOURNAL. The house in question suggests that detail men and agents, in reply to the query, "Does your house advertise in our JOURNAL, and if not, why not?" shall ask the members of our Society upon whom they call, "Do you read our advertisement which is in your JOURNAL?" To agents and detail men we commend this very highly; by all means find out whether our members are really interested in the advertising pages of their JOURNAL—and then go one step farther; let the JOURNAL know those members who do not take any interest in it and we will try to find out why they do not.